LEO BURNETT U.S.A.
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Merit Sparks Low Tar Boom!

'Enriched Flavor' cigarette ignites whole new taste era in low tar smoking.

Smokers used to believe low tar meant low taste.

Then along came MERIT and a whole new taste idea called 'Enriched Flavor' tobacco. And the "low tar, low taste" theory was exploded. Exploded with proven taste in a new low tar cigarette.

No other new cigarette in the last 20 years has attracted so many smokers as quickly as MERIT!

It's clear: MERIT taste is changing attitudes toward low tar smoking.

MERIT
Kings & 100's

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

© Philip Morris Inc. 1979
Kings: 8 mg "tar," 0.6 mg nicotine
100's: 11 mg "tar," 0.7 mg nicotine
av. per cigarette, FTC Report May '78

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